



# CHINA

## THE STORY

### % OF PEOPLE WHO NOTICE CHANGES IN CLIMATE AND THE ENVIRONMENT



TEMPERATURE INCREASED

62%



RAINFALL DECREASED

14%



EXTREME WEATHER EVENTS INCREASED

57%



PESTS INCREASED

29%



TREES DECREASED

25%

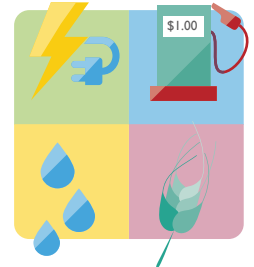
### % OF PEOPLE WHO THINK RESOURCE AVAILABILITY IS DECREASING

ELECTRICITY

5%

FUEL

11%



11%

WATER

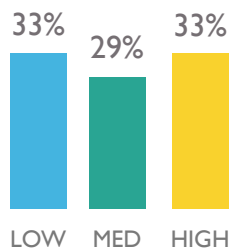
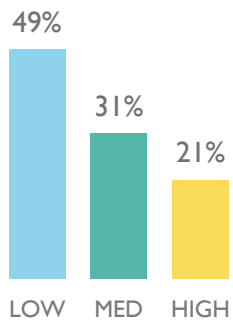
32%

CROP PRODUCTION

### PEOPLE FEEL IMPACT NOW - WORRIED FOR THE FUTURE

IMPACT LEVEL NOW

FUTURE EXPECTED IMPACT



PEOPLE FEELING IMPACT ON HEALTH

81%

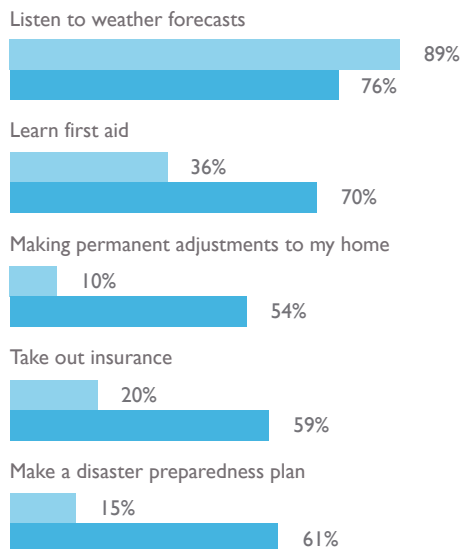


PEOPLE FEELING IMPACT ON ABILITY TO MAINTAIN CURRENT LIFESTYLE

60%

### SOME PEOPLE ARE PREPARING FOR EXTREME WEATHER EVENTS

Doing  
Would do in future



### DO PEOPLE KNOW ABOUT CLIMATE CHANGE?

86% AWARE OF TERM CLIMATE CHANGE

78% FEEL THAT CLIMATE CHANGE IS HAPPENING

71% FEEL THEY KNOW WHAT CLIMATE CHANGE MEANS

35% PEOPLE DO NOT FEEL PREPARED FOR AN EXTREME WEATHER EVENT



## PEOPLE ARE RESPONDING TO CHANGES



## WHAT IS MOTIVATING PEOPLE TO ACT?

### MOTIVATORS

WANT TO BE HEALTHY **93%**

WANT A BETTER FUTURE FOR CHILDREN **91%**

CARE ABOUT THE NATURAL ENVIRONMENT **90%**

### BARRIERS

NEED GOVERNMENT SUPPORT **72%**

DON'T HAVE ENOUGH RESOURCES TO RESPOND **64%**

DON'T HAVE ACCESS TO INFORMATION **62%**

### ENABLERS

GOVERNMENT SUPPORT

ACCESS TO FINANCIAL RESOURCES

AWARE OF COMMUNICATION INITIATIVES

## CAUSES IN CHANGES OF RESOURCES



INFLATION

**25%**



POLLUTION

**7%**



MORE DEVELOPMENT

**4%**

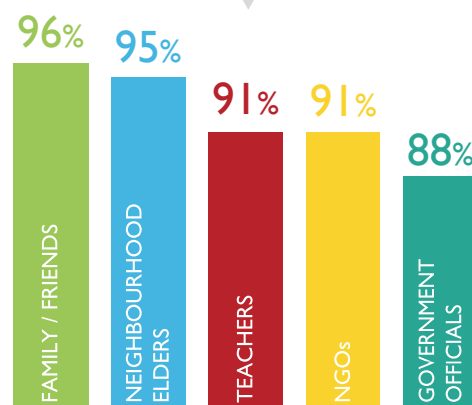
## PEOPLE WANT INFORMATION

**84%** ON RESPONSES

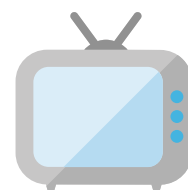
**85%** ON FUTURE IMPACTS

**78%** THAT EDUCATES CHILDREN

## CONFIDENCE PEOPLE HAVE IN INSTITUTIONS TO DEAL WITH ISSUES

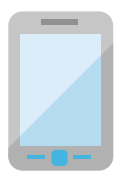


## MEDIA REACH



WATCH TELEVISION

**95%**



USE MOBILES

**84%**